



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Modification of Chamber of Commerce Agreement Regarding Downtown Street Faire

MEETING DATE: August 20, 1997

PREPARED BY: Public Works Director

RECOMMENDED ACTION: That the City Council authorize the City Manager to execute a revised agreement with the Lodi District Chamber of Commerce expanding the location of the Street Faire and other minor changes.

BACKGROUND INFORMATION: The Lodi District Chamber of Commerce operates a Street Faire in downtown Lodi twice a year under the terms of an agreement originally approved by the City Council in 1993. The agreement specifies the times and locations of streets which are allowed to be closed. In general, the location is on School Street between Lodi Avenue and Lockeford Street and portions of the adjacent side streets, and the closure is from Saturday night through Sunday on the first weekends of May and October. Due to the Downtown Revitalization Project, a temporary relocation of the Faire to Church Street in 1997 was approved by the Council. The Faire brings in over 500 vendors and the event is attended by thousands of people.

The Faire has become a victim of its success and regularly turns away vendors. The Chamber of Commerce has requested that additional street space be approved for the Faire (Exhibit A). The success of the May Faire on Church Street, particularly with the use of the adjacent parking lots for food and vendor booths and for vendor parking, led to discussions about holding the Faire there permanently. However, although fewer booths can be accommodated on School Street due to the new tree plantings, the attraction and suitability of holding the Faire on School Street is very high. In discussing these issues and the size of the Faire with Chamber representatives, the option of expanding the Faire was considered and appears to be practical.

Exhibit B is a map of the proposed Faire location which Chamber and City staff have agreed upon. The layout will allow the elimination of the center row of booths on Church Street that were a source of crowding at the May 1997 Faire. The successful "food alley", located in the City/Bank of America parking lot, will continue and a second, less intensive food area will be provided on Elm Street near School Street. Food booths on School Street will not be allowed. For the Fall 1997 Faire, the use of the portion of School Street south of Walnut Street will not be allowed due to construction. The locations on Pine, Elm and Locust streets west of Church Street will only be used if needed for additional vendors. The only "new" location included in the layout is the portion of Walnut Street between School and Church streets. This segment is needed to avoid long dead-end segments on both Church and School streets. The proposed layout will accommodate approximately 900 vendors.


FUNDING: None needed at this time.


Jack L. Ronsko
Public Works Director

Prepared by Richard C. Prima, Jr., City Engineer
Attachments

cc: Chamber of Commerce
Ms. Doreen Rice, Street Faire Chairperson
Lodi Downtown Business Association

APPROVED: _____


H. Dixon Flynn -- City Manager



August 12, 1997

Richard C. Prima, Jr.
City Engineer, Public Works Department
City of Lodi
P.O. Box 3006
Lodi, CA 95241

Dear Mr. Prima:

On behalf of the Lodi District Chamber of Commerce, we would like to request that the City of Lodi approve the expansion of stalls and streets used for the Lodi Street Faire, held twice a year, to include Church Street.

Due to the revitalization of School Street, we are unable to house our 550 vendors (and the long waiting list) at our previous downtown location; therefore, your support and approval of this request is greatly appreciated.

Sincerely,

A handwritten signature in cursive script, reading "Les Dabritz".

Les Dabritz
Executive Director
Lodi District Chamber of Commerce

A handwritten signature in cursive script, reading "Doreen Rice".

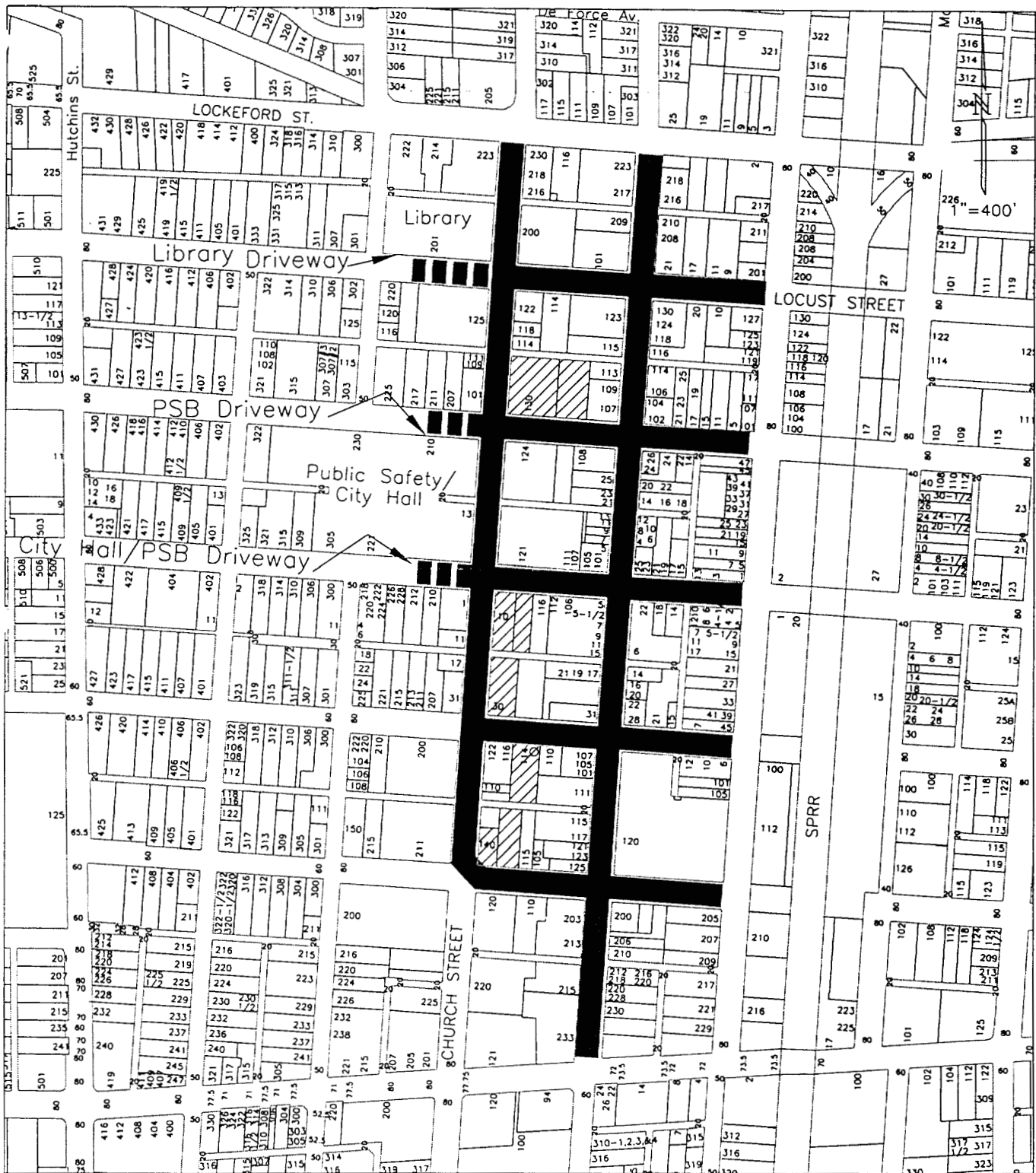
Doreen Rice
Chair, Lodi Street Faire
Lodi District Chamber of Commerce

DR/dma



Street Faire Location

Exhibit B



LEGEND

- Street closure
- Overflow area
- Street closure if needed
- Parking for vendors,
volunteers, and food booths

8/97



DISTRICT
CHAMBER OF COMMERCE

August 12, 1997

Richard C. Prima, Jr.
City Engineer, Public Works Department
City of Lodi
P.O. Box 3006
Lodi, CA 95241

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Executive Director
Lodi District Chamber of Commerce

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Doreen Rice
Chair, Lodi Street Faire
Lodi District Chamber of Commerce

DR/dma



CITY COUNCIL

PHILLIP A. PENNINO, Mayor
JACK A. SIEGLOCK
Mayor Pro Tempore
KEITH LAND
STEPHEN J. MANN
DAVID P. WARNER

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
P.O. BOX 3006
LODI, CALIFORNIA 95241-1910
(209) 333-6706
FAX (209) 333-6710

August 14, 1997

H. DIXON FLYNN
City Manager
ALICE M. REIMCHE
City Clerk
RANDALL A. HAYS
City Attorney

Chamber of Commerce
P. O. Box 386
Lodi, CA 95241

Ms Dorean Rice
Street Faire Chairperson
P. O. Box 2501
Lodi, CA 95241

Lodi Downtown Business Assn.
c/o Segale Signs
P. O. Box 1027
Lodi, CA 95241-1027

SUBJECT: Modification of Chamber of Commerce Agreement Regarding
Downtown Street Faire

Enclosed is a copy of background information on an item on the City Council agenda of Wednesday, August 20, 1997. The meeting will be held at 7 p.m. in the City Council Chamber, Carnegie Forum, 305 West Pine Street.

This item is on the regular calendar for Council discussion. You are welcome to attend.

If you wish to write to the City Council, please address your letter to City Council, City of Lodi, P. O. Box 3006, Lodi, California, 95241-1910. Be sure to allow time for the mail. Or, you may hand-deliver the letter to City Hall, 221 West Pine Street.

If you wish to address the Council at the Council Meeting, be sure to fill out a speaker's card (available at the Carnegie Forum immediately prior to the start of the meeting) and give it to the City Clerk. If you have any questions about communicating with the Council, please contact Alice Reimche, City Clerk, at 333-6702.

If you have any questions about the item itself, please call Richard Prima, City Engineer, at 333-6706.



Jack L. Ronsko
Public Works Director

JLR/Im

Enclosure

cc: City Clerk